Outline of ASEAN-Japan Women Entrepreneurs’ Linkage Program

ASEAN-Japan Women Entrepreneurs’ Linkage Program | AJWELP |

October 2018

ASEAN-Japan Centre
The power of women

ASEAN/JAPAN
What is AJWELP?

AJWELP aims to empower ASEAN women startups by linking them with supporters and mentors as follows:

- Established companies as “supporting companies”
- Successful women entrepreneurs as “mentors”
- Participants from other ASEAN countries and Japan as “AJWELP peers”
- Workshop partner, government and relevant agencies
AJWELP Program Outline

Dates: January 27-30, 2019

Jan. 27-28  Training Workshop on attitude as an entrepreneur / business leader, and to improve presentation skill
Jan. 29 (a.m.) Session with AJWELP Mentors
Jan. 29 (p.m.) Business Presentation Event and Networking Reception
Jan. 30           Company visit (optional program)

Venue: Le Meridien Kuala Lumpur
 Organizer: ASEAN-Japan Centre
 Co-organizer: SME Corporation, Malaysia

Supporters (to be confirmed):

ASEAN Coordinating Committee on Micro, Small, and Medium Enterprises (ACCMSME)
ASEAN Secretariat ASEAN Business Advisory Council (ABAC)
ASEAN Women Entrepreneurs Network (AWEN) and relevant agencies

Workshop Partner: United Nations Conference on Trade and Development (UNCTAD)
Who joins AJWELP?

1) 10 AJWELP Finalists
   (AJC will invite 1 person from each ASEAN member state)

They are

- Women entrepreneurs who wish to improve her community by introducing / developing new product / service / system in a sustainable manner
- Doing activity / business which has a certain social impact
- Started her own business after December 2013 (less than 5 years’ existence)
- The first generation of the business
- Doing business that is original one and not franchise like business
- Having the ability to solve social problems and contribute to realize prosperous ASEAN
- Excellent English ability for effective communication
Who joins AJWELP?

AJWELP Finalists (Representatives from each ASEAN Member State in 2017)

- **Brunei Darussalam**
  - System development for MNCs

- **Cambodia**
  - Traditional textile involving local community

- **Indonesia**
  - Modern designed clothes with traditional textile

- **Lao PDR**
  - Book reading project

- **Malaysia**
  - Recycling products

- **Myanmar**
  - Web TV program production

- **The Philippines**
  - Education enrollment system for isolated area

- **Singapore**
  - Social enterprise for persons with disabilities

- **Thailand**
  - Driver on demand service

- **Vietnam**
  - Matching site for selected people
AJWELP Finalists (country representing participants) make presentation on their business and challenges they are facing with.
Who joins AJWELP?

2) Independent participants

They are
- Woman entrepreneurs who join AJWELP on self-funded, self-nominated basis
- Interested in building network with supporting companies, mentors and other woman entrepreneurs

Independent participants in 2017

Japan
Career counseling

Lao PDR
Handicraft

Vietnam
Education & Trading

Vietnam
Education

Vietnam
Education

Indonesia
Agritourism & Ecotourism

Indonesia
Education

Indonesia
Leather bag

Indonesia
Health promotion

Indonesia
Apparel
Who joins AJWELP?

We expect to have energetic and amazing startups in the upcoming 3rd AJWELP in K.L..
Supporting companies offer their support if they are convinced with the presentation and want to support participating women entrepreneurs’ business.
Supporting companies in 2017
Who is involved in AJWELP?

2017 Mentors

Ms. Pacita Juan
Chair, ASEAN Women Entrepreneurs Network (AWEN)
Founder, ECOH Store, (Retail)
The Philippines

Ms. Chenda Khay
Vice President
Cambodia Women Business Federation (CWBF)
Founder & CEO
Terres Rouges Collection
(Eco-tourism & Hospitality, Agriculture & Textile)
Cambodia

Ms. Tya Adhitama
Co-founder and board member
Association of Philanthropy
Indonesia (PFI)
Founder & CEO
PT Navigadhi
(Consulting)

Ms. Tae Abe Abion
Director, Philippine Software Industry Association
President
SpiceWorx Consultancy, Inc
(Training, Research and Consulting Services)
Japan / The Philippines.

Ms. Jully Tjindrawan
Founder & CEO
PT Robotic Explorer
(Education)
Indonesia.

Ms. Chenda Khay
Vice President
Cambodia Women Business Federation (CWBF)
Founder & CEO
Terres Rouges Collection
(Eco-tourism & Hospitality, Agriculture & Textile)
Cambodia
AJWELP testimonials by past participants

“It was truly such a good and unforgettable experience. It’s a brilliant idea to give the change and encourage ASEAN women Entrepreneurs to scale up the business and increase their skills by linking to supporting companies and mentors.”

“It’s a good opportunity to network with many talented business women from other countries and learn many things from them.”

“It was an incredible moment in the event. Meeting with many entrepreneurs from many countries and many kind of business giving me new knowledge and more experience… and also make me more confidence.

Comment from the mentors:

“AJWELP is a well though-out program and model that can help entrepreneurs take that next step in growing their businesses – establishing links and expanding their network”
Cheers for AJWELP participants!
About ASEAN-Japan Centre (AJC)

ASEAN-Japan Centre (ASEAN Promotion Centre on Trade, Investment and Tourism) is an intergovernmental organization established by the ASEAN Member States and Japan in 1981. It has been promoting exports from ASEAN Member States to Japan while revitalizing investment and tourism, as well as people-to-people exchanges between the ASEAN Member States and Japan through showcasing ASEAN products, organizing seminars and workshops, undertaking missions, publication and information service, among others.
Inquiries

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